

# Neighbourhood Studios Platform

Full-Stack Equipment Rental Platform — Built in 50 Hours

Client: Neighbourhood Studios Industry: Film & Production Equipment Rental Location: Toronto, ON

<b>50</b> HOURS TO BUILD	<b>\$150K–\$200K+</b> EQUIVALENT VALUE	<b>8</b> INTEGRATIONS	<b>60+</b> API ENDPOINTS	<b>1,200+</b> CATALOG ITEMS	<b>6–9 Mo.</b> TIME SAVED
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## The Problem

Neighbourhood Studios is a Toronto-based camera, lighting, and grip equipment rental house founded in 2013, serving film and production teams across the GTA. They had outgrown their existing web presence and needed a platform that could handle the full complexity of their operations.

### They needed:

- A live equipment catalog synced to their rental management system (Current RMS) and Airtable inventory
- A client portal where production teams could track quotes, orders, invoices, and deliveries
- A quote request system that eliminated phone calls and email chains
- SEO-optimized landing pages targeting specific buyer personas
- Production tools that working crews would actually use
- A loyalty program to reward repeat clients with tiered pricing
- Real-time delivery tracking via fleet GPS integration

Traditional development would involve a multi-person team, months of scoping, and a budget in the six figures. They needed a different approach.

## The Approach

Rather than a traditional development process with wireframes, sprints, and a large team, the entire platform was built by a single operator using AI-assisted development. The approach prioritized speed, pragmatism, and real business outcomes over engineering ceremony.

- **Architecture:** Monolithic Node.js/Express with vanilla JavaScript — no framework overhead, no build pipeline, no hydration delays
- **Data layer:** Multi-source with graceful degradation — every external dependency is optional, the app runs anywhere
- **Integrations:** Eight external services connected with fallback logic at every point

- **Deployment:** Single Render instance with zero-config local development

## What Was Built

Feature	Description
<b>Equipment Catalog &amp; Discovery</b>	Live sync of 1,200+ items from Airtable with slug-based URLs, JSON-LD schema, popularity badges from rental data analysis
<b>Quote Request System</b>	Cart-based flow with Google Places autocomplete, industry-standard billable days calculation, automated email notifications via Resend
<b>Client Portal</b>	Full My Account section: quotes, orders, invoices, delivery tracking, loyalty dashboard, profile, payment methods, notification preferences
<b>Current RMS Integration</b>	Bidirectional sync with the industry-standard rental management platform — opportunities, invoices, status mapping, orphan cleanup
<b>Delivery Tracking</b>	Samsara fleet GPS integration with two-pass address matching algorithm, live sharing links, webhook + polling hybrid
<b>AI Kit Builder</b>	Claude (Haiku)-powered equipment recommendations from natural language shoot descriptions, pre-built kits, direct cart integration
<b>Production Tools Suite</b>	Rental cost calculator, power draw calculator, lens FOV calculator, equipment comparison — all connected to live catalog
<b>Loyalty Program</b>	Six-tier system (Bronze through Sapphire) with points, multipliers, discounts, monthly add-ons, Airtable sync
<b>SEO &amp; AI Discovery</b>	9 solution landing pages, JSON-LD on every page, llms.txt for AI crawlers, dynamic sitemap, canonical management
<b>PDF Generation</b>	Branded quote and invoice PDFs via PDFKit with categorized line items, HST calculation, automatic pagination
<b>Document Management</b>	Cloudflare R2 storage with presigned URLs, dual public/private buckets, file validation and path traversal protection

## The Outcome

What would have taken a traditional development team 6–9 months and \$150,000–\$200,000+ was delivered in 50 hours by a single operator using AI-assisted development. The platform is live, serving real clients, processing real transactions, and ranking in search results.

This isn't a prototype or an MVP. It's a production platform handling the full complexity of an equipment rental operation — from catalog browsing to quote generation to invoice delivery to GPS-tracked equipment delivery.

## Before vs. After

Area	Before	After
<b>Equipment Browsing</b>	Static list, no search, no filtering	Live catalog with 1,200+ items, search, filters, popularity badges
<b>Quote Requests</b>	Phone calls and email chains	Self-service cart → quote flow, automated notifications
<b>Client Visibility</b>	Call the office for any update	Full portal: quotes, orders, invoices, delivery tracking
<b>Delivery Tracking</b>	Manual phone updates	Real-time GPS tracking via Samsara integration
<b>Loyalty / Retention</b>	No program	Six-tier automated loyalty program with points and rewards
<b>SEO Presence</b>	Minimal, generic pages	9 persona-targeted landing pages, full JSON-LD, AI discovery endpoints
<b>Production Tools</b>	None	5 purpose-built tools driving engagement and quote requests
<b>Development Speed</b>	Months with a team	50 hours, single operator, AI-assisted

## Technical Summary

Metric	Value
<b>Build Time</b>	50 hours
<b>Estimated Agency Cost</b>	\$150,000 – \$200,000+
<b>Stack</b>	Node.js, Express, PostgreSQL, Vanilla JS

<b>Server Code</b>	3,693 lines (single file)
<b>Frontend Components</b>	967 lines
<b>HTML Pages</b>	24
<b>API Endpoints</b>	60+
<b>Equipment Catalog</b>	1,200+ items
<b>External Integrations</b>	8 (Airtable, Current RMS, Samsara, Auth0, Resend, Claude API, Cloudflare R2, Google Places)
<b>Database Tables</b>	11
<b>Loyalty Tiers</b>	6
<b>Production Tools</b>	5
<b>Solution Landing Pages</b>	9

## What's Next

The platform continues to evolve. Planned features include expanded resource content, enhanced admin reporting, and deeper Current RMS integration for real-time availability checking. The architecture — simple, monolithic, and dependency-light — means features ship fast and the system remains easy to reason about.

This case study demonstrates what's possible when AI-assisted development is applied to real business problems by an operator who understands the domain. The result isn't a demo — it's a production system that replaced months of traditional development with 50 hours of focused work.